



SKI AREA MANAGEMENT

THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

DIGITAL AD GUIDELINES

PLEASE READ CAREFULLY

RUN OF BOOK AD SIZES:

Size	Width		Depth
1 Page	8-1/2"	x	11"
2/3 Page Vert.	4-1/2"	x	10"
1/2 Page Horiz.	7"	x	4-7/8"
1/2 Page Island	4-1/2"	x	7-1/2"
1/2 Page Vert.	3-3/8"	x	10"
1/3 Page Vert.	2-1/8"	x	10"
1/3 Page Square	4-1/2"	x	4-7/8"
1/4 Page	3-3/8"	x	4-7/8"
1/6 Page Vert.	2-1/8"	x	4-7/8"
1/6 Page Horiz.	4-1/2"	x	2-3/8"
1/8 (Business Card)	3-3/8"	x	2-3/8"

NOTE: The above are standard display sizes. Other sizes subject to publisher's approval and also to 10% surcharge.

Printing Information:

Covers and body forms printed by sheet-fed offset. Editorial material runs on three-column pages or two-column pages. Saddle stitch binding.

Advertising prepared by publication, including key changes, address changes, etc. are rebilled.

Acceptable File Formats:

Ads should be submitted as a printable PDF (PDFx) format. The PDF must contain all the necessary information to produce a quality print ad: fonts must be embedded; images are at 300 dpi; and colors are in CMYK mode, NOT RGB. Do not use OPI.

Crop Marks: When producing the PDF, please include crop marks. Crop marks should not encroach into bleed.

The crop marks must extend 9 pts (.125") outside the image area.

Bleed Ads: Bleeds are available on full page, 2/3 pg and 1/2 pg ads only. For full page ads, our trim size is 8-1/2" wide by 11" deep. Build to trim and extend bleeds 1/8" beyond trim on all four sides. Keep live matter 3/8" from trim edge. Please allow 3/8" safety on either side of the gutter. Call for dimensions on 2/3 and 1/2 page ads.

Do not stylize fonts in the layout application (ie. bold or italicize using "type style"). Please choose the true font face from the "fonts" list.

Avoid creating gradients from within the layout application.

Submission Instructions via ftp:

Host: ftp://66.173.49.250
User name: sam
Password: sam

On a PC: Using your web browser, type the host info in the address bar. You will be asked for your user name and password. Drag your file(s) into the window.

If using a Mac: You will need an FTP program like Fetch which can be found at <http://fetchsoftworks.com>. It can be downloaded and used as a trial version. In Fetch, type in Host: 66.173.49.250; User ID: sam; Password: sam.

Submission Instructions via email:

Email your file(s) to donna@saminfo.com.

Submission Instructions via Courier:

Ship to: Donna Jacobs
Beardsley Publishing
84 Cross Brook Road
Woodbury, CT 06798
203-263-0888